<u>AMENDMENTS TO THE CLAIMS</u>

Please amend the claims as follows:

1.   (Currently Amended) A method, comprising:

receiving a search query;

identifying a plurality of item identifiers responsive to the search query;

identifying a first group of [[items]] <u>item identifiers</u> from the plurality of item identifiers, wherein the first group of item identifiers was obtained by a first method;

identifying a second group of [[items]] <u>item identifiers</u> from the plurality of item identifiers, wherein the second group of item identifiers was obtained by a second method; and

causing the output of ~~all or a plurality of the~~ <u>at least one</u> item identifier~~s~~ <u>from the first group and at least one item identifier from the second group, wherein causing the output comprises</u> ~~comprising~~ providing a cue to distinguish between the item identifiers from the first group and the item identifiers from the second group.

2.   (Currently Amended) The method of claim 1, wherein the first method comprises receiving item <u>identifier</u> information from vendor feeds.

3.   (Original)   The method of claim 1, wherein the second method comprises extraction of item identifiers and associated attributes from shopping documents.

4.   (Original)   The method of claim 3, where the extraction is performed at least in part by a template-based extraction method.

5.   (Original)   The method of claim 3, wherein the extraction is based at least in part on the search query.

6.   (Currently Amended) The method of claim [[1]] 2, wherein ~~the first method comprises vendor feeds and~~ the second method comprises extraction of item identifiers and associated attributes from shopping documents.

7.   (Currently Amended) The method of claim 1, wherein <u>causing the output comprises displaying the item identifiers from the first group in a</u> ~~each item identifier in the first group is displayed with a visual indication making it~~ visually distinct <u>way</u> from the item identifiers from the second group.

8.   (Currently Amended) The method of claim 1, wherein <u>causing</u> the output of the first group of item identifiers comprises <u>displaying</u> a first list and <u>wherein causing</u> the output of the second group of item identifiers comprises <u>displaying</u> a second list, wherein the first list is visually separated from the second list when displayed.

9.   (Currently Amended) The method of claim 1, wherein <u>causing</u> the output of the first group of item identifiers comprises <u>displaying</u> a first grid and <u>wherein causing</u> the output of the second group of item identifiers comprises <u>displaying</u> a second grid, wherein the first grid is visually separated from the second grid when displayed.

10.   (Currently Amended) The method of claim 1, further comprising:

identifying a third group of item identifiers from the plurality of item identifiers, wherein the third group of item identifiers was obtained by a third method; and

causing the output of ~~all or a plurality of the~~ at least one item identifiers from the third group, wherein causing the output of at least one item identifier from the third group comprises ~~comprising~~ providing a cue to distinguish between the item identifiers from the third group and the item identifiers from the first group and the second group.

11.   (Currently Amended) A method, comprising:

receiving a search query ~~for an item identifier~~;

identifying a plurality of item identifiers responsive to the search query;

identifying a first group of item identifiers from the plurality of item identifiers, wherein the first group of item identifiers has a first degree of certainty;

identifying a second group of item identifiers from the plurality of item identifiers, wherein the second group of the item identifiers has a second degree of certainty; and

causing the output of ~~all or a plurality of the~~ at least one item identifiers from the first group and at least one item identifier from the second group, wherein causing the output comprises ~~comprising~~ providing a cue to distinguish between the item identifiers from the first group and the item identifiers from the second group.

12.   (Currently Amended) The method of claim 11, wherein the first ~~and second~~ degree of certainty [[are]] is based at least in part on [[the]] a method of obtaining the item identifiers in the first group.

13.   (Currently Amended) The method of claim 12, wherein the method of obtaining the item identifiers in the first group comprises <u>receiving item identifier information from</u> vendor feeds.

14.   (Currently Amended) The method of claim [[12]] 30, wherein the method of obtaining the item identifiers in the second group comprises extraction of item identifiers and associated attributes from shopping documents.

15.   (Currently Amended) A ~~computer-readable medium containing program code, comprising:~~ <u>A computer program product for outputting item identifiers, comprising:</u>

<u>a computer-readable medium; and</u>

<u>computer program code, encoded on the computer-readable medium, for:</u>

~~program code for~~ receiving a search query;

~~program code for~~ identifying a plurality of item identifiers responsive to the search query;

~~program code for~~ identifying a first group of items <u>identifiers</u> from the plurality of item identifiers, wherein the first group of item identifiers was obtained by a first method;

~~program code for~~ identifying a second group of items <u>identifiers</u> from the plurality of item identifiers, wherein the second group of item identifiers was obtained by a second method; and

~~program code for~~ causing the output of ~~all or a plurality of the~~ <u>at least one</u> item identifiers <u>from the first group and at least one item identifier from the second group,</u>

wherein causing the output comprises comprising providing a cue to distinguish between the item identifiers from the first group and the item identifiers from the second group.

16.   (Currently Amended) The computer-readable medium computer program product of claim 15, wherein the first method comprises receiving item identifier information from vendor feeds.

17.   (Currently Amended) The computer-readable medium computer program product of claim 15, wherein the [[first]] second method comprises extraction of item identifiers and associated attributes from shopping documents.

18.   (Currently Amended) The computer-readable medium computer program product of claim 17, where the extraction is performed at least in part by a template-based extraction method.

19.   (Currently Amended) The computer-readable medium computer program product of claim 17, wherein the extraction is based at least in part on the search query.

20.   (Currently Amended) The computer-readable medium computer program product of claim [[15]] 16, wherein the first method comprises vendor feeds and the second method comprises extraction of item identifiers and associated attributes from shopping documents.

21. (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 15, wherein causing the output comprises displaying the item identifiers from the first group in a ~~each item identifier in the first group is displayed with~~ a visual indication ~~making it~~ visually distinct way from the item identifiers from the second group.

22. (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 15, wherein causing the output of the first group of item identifiers comprises displaying a first list and wherein causing the output of the second group of item identifiers comprises displaying a second list, wherein the first list is visually separated from the second list when displayed.

23. (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 15, wherein causing the output of the first group of item identifiers comprises displaying a first grid and wherein causing the output of the second group of item identifiers comprises displaying a second grid, wherein the first grid is visually separated from the second grid when displayed.

24. (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 15, further comprising program code, encoded on the computer-readable medium, for:

~~program code for~~ identifying a third group of item identifiers from the plurality of item identifiers, wherein the third group of item identifiers was obtained by a third method; and

~~program code for~~ causing the output of ~~all or a plurality of the~~ at least one item identifiers <u>from the third group, wherein causing the output of at least one item identifier</u> <u>from the third group comprises</u> ~~comprising~~ providing a cue to distinguish between the item identifiers from the third group and the item identifiers from the first group and the second group.

25. (Currently Amended) ~~A computer-readable medium containing program code,~~ ~~comprising:~~ <u>A computer program product for outputting item identifiers, comprising:</u>

  <u>a computer-readable medium; and</u>

  <u>computer program code, encoded on the computer-readable medium, for:</u>

  ~~program code for~~ receiving a search query ~~for an item identifier~~;

  ~~program code for~~ identifying a plurality of item identifiers responsive to the search query;

  ~~program code for~~ identifying a first group of item identifiers from the plurality of item identifiers, wherein the first group of item identifiers has a first degree of certainty;

  ~~program code for~~ identifying a second group of item identifiers from the plurality of item identifiers, wherein the second group of the item identifiers has a second degree of certainty; and

  ~~program code for~~ causing the output of ~~all or a plurality of the~~ at least one item identifiers <u>from the first group and at least one item identifier from the second group,</u> <u>wherein causing the output comprises</u> ~~comprising~~ providing a cue to distinguish between the item identifiers from the first group and the item identifiers from the second group.

26.   (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 25, wherein the first ~~and second~~ degree of certainty ~~are~~ is based at least in part on ~~the~~ a method of obtaining the item identifiers in the first group.

27.   (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 26, wherein the method of obtaining the item identifiers in the first group comprises receiving item identifier information from vendor feeds.

28.   (Currently Amended) The ~~computer-readable medium~~ computer program product of claim [[26]] 31, wherein the method of obtaining the item identifiers in the second group comprises extraction of item identifiers and associated attributes from shopping documents.

29.   (Currently Amended) A method, comprising:

receiving a search query;

identifying a plurality of item identifiers responsive to the search query;

identifying a first group of item identifiers from the plurality of item identifiers, wherein the first group of item identifiers was obtained by vendor feeds;

identifying a second group of item identifiers from the plurality of item identifiers, wherein the second group of item identifiers was obtained by extraction of item identifiers and associated attributes from shopping documents; and

causing the display of ~~all or a plurality of the~~ at least one item identifiers from the first group and at least one item identifier from the second group, wherein causing the display comprises displaying at least one item identifiers from the first group of item identifiers

[[are]] in a visually distinct way from [[other]] the item identifiers from the second group displayed.

30.   (New) The method of claim 11, wherein the second degree of certainty is based at least in part on a method of obtaining the item identifiers in the second group.

31.   (New) The computer program product of claim 25, wherein the second degree of certainty is based at least in part on a method of obtaining the item identifiers in the second group.